



Corona del Mar Business Improvement District Board Meeting Minutes October 25, 2012 CdM Chamber of Commerce Offices

Board Members Present:

Bernie Svalstad, Jim Walker, Ali Zadeh, Scott Laidlaw, Tom Nicholson and Keith Dawson

Board Members Absent:

Tina Hoover

Ex Officio:

Scott Palmer

Guest(s):

Amy Senk / Nancy Gardner / Ed Selich / Dan Purcell / Jim Mosher / Jessica Prouse (The New Port Theater)/ Karen Tringali / Ron Yeo

1. Call to Order at 7:33 AM

2. Roll Call

The Chairman called the roll and determined that a quorum was in place.

3. Public Comments

Amy Senk announced that due to budget constraints, she is leaving the Daily Pilot but will be employed by the Newport Independent, effective Sunday, October 28, 2012.

4. Approval of Minutes

Guest Jim Mosher reported that Brad "Sommers" name was still misspelled as was "Bandera". Mosher further reported that Measure EE prohibits class "claims" not class "actions".

MOTION:

Tom Nicholson moved to approve the Minutes of the September 27, 2012 meeting as corrected. Jim Walker seconded and the Motion was approved by unanimous vote.

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5. Current Business

MOTION:

Because of a scheduling conflict, Bernie Svalstad moved to advance the BID Administrator Update in Item E of Current Business to be considered out of order. Jim Walker seconded and the Motion was approved by unanimous vote.

E. Bid Administrator Report (taken out of order)

Tom Nicholson reported that he and Bernie Svalstad met with Nancy Gardner and Dave Kiff and recommended that a special meeting be arranged to consider two options regarding the organization of the BID. Nancy Gardner explained that the BID could continue as it is presently organized which entails City involvement in the letting of contracts and budgetary issues or an independent non-profit entity could be established that would report to the City annually but would be renewed every five years. Nancy indicated that the new entity could be styled after the 1994 Tourism BID Act. Bernie commented that 51% of the BID membership based on total gross assessments would have to vote in favor of creating a new BID entity. Based on the large number of factors to consider, it was agreed that a special meeting would be necessary and that Dave Kiff and a representative from the City Attorney's office should attend the meeting. Jim Walker suggested that a representative from the Restaurant Association should attend the meeting.

MOTION:

Tom Nicholson moved to arrange a meeting with Dave Kiff and a representative from the City Attorney's office to discuss BID organizational options. The meeting would tentatively be scheduled for November 1, 2012 at 7:30 a.m. at the City Hall. Jim Walker seconded the Motion which was approved by unanimous vote.

A. City Council Report

Nancy Gardner thanked the BID board for its help with the "Share to Road" banners in CDM increasing awareness of the upcoming sharrows lane markings which will be installed within the next two weeks. Ed Selich indicated that the new City Hall is on schedule but that move-in date for the staff will be delayed slightly.

B. Village Maintenance Items.

Scott Laidlaw reported that the bench and trash can enclosure that the BID moved to purchase for installation in front of The New Port Theater had to be purchased by the BID, not by the City, but that the City would install them without charge. He added that the City had requested a drawing indicating where the bench and trash can enclosure would be located. Scott Palmer recommended that the bench and trash enclosure should not be ordered until the City approves the location. Scott Laidlaw indicated that he would request an invoice for the bench and trash can enclosure from the vendor.

Jessica Prouse of The New Port Theater requested that the Hong Kong orchid tree which is located in front of the theater be removed or relocated because it blocks the view of the marquee. She circulated a photograph of the Port Theater in its early days as evidence that there was no tree present at that time.

MOTION:

Scott Laidlaw moved to approve the removal and relocation of the Hong Kong orchid tree in front of The New Port Theater. There was no second. No vote taken.

Discussion: Scott Palmer indicated that several requests have been made by business owners to have trees in front of their businesses removed. Scott Laidlaw suggested replacing the Hong Kong orchid tree with a mature King Palm which would be high enough that its fronds would not block the view of the marquee.

MOTION:

Scott Laidlaw then amended his motion and moved to approve the removal of the Hong Kong orchid tree in front of The New Port Theater and to replace it with a mature King Palm. Keith Dawson seconded. No vote taken.

Discussion: Jim Walker indicated that the Hong Kong orchid tree should be relocated to another location within CDM. Nancy Gardner indicated that The New Port Theater should bear the cost of removing and relocating the Hong Kong orchid tree as well as the cost for acquiring and installing the King Palm.

AMENDED MOTION:

Scott Laidlaw then further amended his motion and moved to approve the removal of the Hong Kong orchid tree in front of The New Port Theater, that it be relocated to a predetermined location and to replace it with a mature King Palm, with all costs to be paid by The New Port Theater. Jim Walker seconded and the Motion was approved by unanimous vote.

C. Parking Sub-Committee

Jim Walker reported that the Parking Sub-Committee met with Jim Campbell and Brenda from the City and it was agreed to focus resources on the parking issues that exist in the northern area of CDM. Jim recommended that the Walker Parking Study and the Balboa Village Study should be carefully reviewed before consideration is given to hiring a parking consultant. Jim reported that Brenda agreed to assist in defining the scope of work if a parking consultant was retained. Jim indicated the need to calculate the number of walk-in patrons versus patrons who drive to local businesses. Scott Palmer indicated that the Walker Parking Study focused on all of CDM versus the commercial strip and that there is a need to narrow the focus on specific areas of CDM. He added that the BID needs to look at how the parking restrictions impact the revitalization effort and what the BID can do to promote policies that look to the future. Scott Laidlaw indicated that the BID needs to focus on amending the parking requirements for businesses so as to be forward-thinking. Ed Selich reported that businesses should get credit for available on-street parking.

D. Revitalization/CAP Committee Report

Merge Lane Study Update

Bernie Svalstad reported that the City Council agreed to continue the hearing on the merge lane project to the next City Council meeting, but that the lane delineators would be removed. He indicated that the City's staff report concluded that the merge lane project resulted in increased traffic congestion and that three options are available: 1. modify the merge lane configuration to reduce traffic congestion ; 2. propose an entirely new design, or: 3. abandon the project. Bernie commented that the merge lane project as presently configured is essentially "dead" as a result of the staff report.

MOTION:

Jim Walker moved to amend the existing merge lane plan. Scott Laidlaw seconded the motion. No vote taken.

Discussion: Ron Yeo commented that "eight feet of landscaping is better than eight feet of asphalt". Ed Selich suggested that Dave Webb at the City could offer suggestions on possible ways to reconfigure the project. There was discussion regarding relocating the parking spaces on PCH rather than eliminating them. The option of making a portion of Carnation one-way was also discussed.

AMENDED MOTION:

Jim Walker moved to hire as landscape architect and submit a revised plan. Scott Laidlaw seconded the motion. Vote taken: 1 yea - 4 nay. Motion failed.

ALTERNATE MOTION:

Scott Laidlaw moved to present the existing merge lane plan to the City Council and seek approval. In the event the City Council is inclined to disapprove the existing plan, the BID would consider modifications of the existing plan as recommended by staff. Ali Zadeh seconded and the motion was approved by unanimous vote.

Guest Dan Purcell commented that building owners should modify the facades of their buildings to accommodate patio seating areas and that entry doors should open inward rather than outward onto the sidewalk. Nancy Gardner commented that the fire code requires that building entry doors open outward toward the sidewalk.

Pocket Park

Ed Selich reported the concept of a "pocket park" on the triangular section of land on the property occupied by Hobie Sports . The pocket park would consist of landscaping and a terraced seating area.

MOTION:

Ali Zadeh moved to pursue the investigation of a “pocket park” on the property occupied by Hobie Sports . Keith Dawson seconded and the motion was approved by unanimous consent.

E. Administrative & Financial Report

Scott Palmer presented the BID’s year-to-date Profit & Loss and Balance Sheet and indicated that the BID presently has \$155,000 cash on hand and that \$99,000 of the anticipated receipts from BID dues had been received. He added that the BID’s year-to-date expenses of approximately \$50,000 were on track with the budget.

MOTION:

Scott Laidlaw moved to approve the financials; Jim Walker seconded and the Motion was approved by unanimous vote.

Bylaws Update No report

F. Marketing / Outreach Report

Fall Marketing Campaign

In the absence of Linda Leonhard who is out of town, Bernie Svalstad reported that six full page ads ran during October in the Daily Pilot, the Newport Independent and in the Laguna Beach Independent. The ads introduced the BID’s QR Code which directs consumers to the BID’s website where an incentive is offered for “Enter to Win” tickets to the Christmas Walk Opportunity Drawing. Bernie reported that web page visitor spikes coincided the publication of the full-page ads.

Bernie reported that he presented the Beautification Award to The New Port Theater at the Chamber’s luncheon at Five Crowns. Avila’s El Ranchito will be receiving its beautification award on October 30th at the Chamber mixer.

Bernie reported that the BID’s marketing materials for the Christmas Walk include Information Brochures, merge lane posters and banner. Inquiry was made if the BID would like anything else developed (such as the interactive poster) for the Christmas Walk.

Bernie indicated the need for BID volunteers to work the BID’s booth at the Christmas Walk between 11:00 a.m. and 4:00 p.m.

CDM Chamber Report - No report.

6. CORONA DEL MAR BID ANNOUNCEMENTS - FUTURE AGENDA ITEMS

How can pedestrian crossing of PCH be improved?

7. ADJOURNMENT

The meeting was adjourned at 9:12 a.m.

Next meeting: November 29, 2012